

Message Text

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SUBJ: PROPOSED ILLINOIS STATE IOGA TRADE MISSION

REF: STATE 162876

1. WHILE USDOC AGRICULTURAL EQUIPMENT TRADE MISSION VISITED ZAMBIA IN JANUARY OF THIS YEAR, EMBASSY INCLINED FAVOR PROPOSED DECEMBER ILLINOIS STATE IOGA TRADE MISSION BECAUSE OF IMPORTANCE OF ZAMBIAN AGRICULTURAL POTENTIAL AND PARTICULARLY PROMISING AGRIBUSINESS PROSPECTS.

2. SINCE JOHN DEERE AND INTERNATIONAL HARVESTER PROSPECTIVE PARTICIPANTS, EMBASSY CONTACTED LOCAL AGENTS THOSE COMPANIES, RESPECTIVELY K.K. SHAH OF AFRICAN FARMING EQUIPMENT AND D. BELL OF INTERNATIONAL EARTH MOVING EQUIPMENT LTD. BOTH AGENTS VERY MUCH IN FAVOR OF MISSION IF DEERE AND INTERNATIONAL HARVESTER PARTICIPANTS, ESPECIALLY BECAUSE THEY HAVE NUMEROUS TECHNICAL AND SUPPLY PROBLEMS TO DISCUSS.

3. MISSION PARTICIPANTS SHOULD COME PREPARED TO WORK ON SHIFT OF SOURCING OF AMERICAN AGRICULTURAL EQUIPMENT TO U.S. FACTORIES. OVERSEAS SUBSIDIARIES NOW APPEAR TO BE THE MAJOR SUPPLIERS OF SUCH EQUIPMENT. ACCORDING TO SHAH, ALL JOHN DEERE IMPLEMENTS IN ZAMBIA COMING FROM GERMANY AND FRANCE AND IN NEAR FUTURE SPAIN WILL ALSO BE SUPPLIER. INTERNATIONAL HARVESTER SOURCES ARE INDIA, UK, AND AUSTRALIA IN ADDITION TO U.S. HEAVY SHIFT TO PURCHASES FROM OVERSEAS
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INTERNATIONAL HARVESTER PLANTS IS RESULT OF INABILITY COMPANY'S

U.S. PLANTS TO SUPPLY IN LESS THAN ONE YEAR TO 18 MONTHS. LOCAL AGENT WOULD MUCH PREFER U.S. SOURCING SINCE PRICE MORE FAVORABLE. IF THERE LITTLE PROSPECT OF MOVEMENT IN THIS DIRECTION, EMBASSY WOULD WISH REEXAMINE ADVISABILITY OF ILLINOIS MISSION.

4. PARTICULARLY WITH FOREGOING IN MIND, PARTICIPATING COMPANIES SHOULD BE REPRESENTED BY STATESIDE PERSONNEL AND NOT REGIONAL REPRESENTATIVES. LATTER ALREADY FAMILIAR WITH MARKET SITUATION HERE, LESS DIRECTLY CONCERNED WITH U.S. SOURCING AND SOME REPRESENT COMPETING INTERESTS AS WELL.

5. MISSION PARTICIPANTS SHOULD EXAMINE INVESTMENT OPPORTUNITIES IN ZAMBIA. INTERNATIONAL HARVESTER AGENT INFORMS US SERIOUS CONSIDERATION IS BEING GIVEN BY GRZ TO SIMPLER FORMS AGRI-CULTURAL EQUIPMENT PRODUCTION IN ZAMBIA. AT LEAST TWO COMPANIES, FORD AND MASEY-FERGUSON, ARE PUTTING UP PROPOSALS.
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